



TO: Interested Parties  
FR: Climate Power  
DT: June 12, 2024  
RE: New Poll Highlights Winning Climate Messages in Pennsylvania

## OVERVIEW

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In April of 2024, Climate Power worked with Hart Research to conduct [focus groups and a poll](#) of 1,007 registered voters in Pennsylvania to better understand which climate messages move which groups of voters. **The results of our poll show that talking about climate and clean energy moves key voting blocs towards President Biden in a close 2024 presidential election.**

## KEY TAKEAWAYS AND TIPS

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### Key facts to share with press and elected officials:

- **Pennsylvania voters care about climate and clean energy.**
  - 54% say climate change and clean energy are important to their vote in the 2024 election. Relatedly, 73% say energy costs are important, and 61% say environmental concerns like clean air and clean water are important.
- **Climate and clean energy contrast messaging is persuasive to Pennsylvanians — and it motivates them to vote for President Biden.**
  - After voters hear Biden positives and Trump negatives, Biden moves from a 3-point deficit to a 5-point advantage.
  - This messaging is especially powerful with younger (18-29) voters (+14pp), swing voters (+11pp), and union households (+12pp).
- **Messaging on clean energy and the environment also boosts the perception that President Biden “gets things done” and has taken strong action on climate and clean energy.**
  - This improvement is especially strong with women aged 18-34 (+27pp), 2020 3rd party/nonvoters (+26pp), and young voters aged 18-29 (+22pp).

### Tips for talking to voters:

- **Most voters support clean energy and climate policies — but they don’t know enough about President Biden or Trump’s records.** We need to tell them about the 270,000 clean energy jobs President Biden created by standing up to oil and gas executives to pass the most ambitious climate legislation in American history — while reminding them that Trump has called climate change a “hoax” and promised oil executives he would roll back environmental regulations in exchange for a \$1 billion donation.

- **Contrast messaging is most effective.** Directly contrasting President Biden’s strong climate record with Trump’s disastrous record outperforms messaging that’s only positive about President Biden or only negative about Trump.
  - **For example: Trump favors corporate polluters at the cost of Pennsylvanians’ health, while Biden is prioritizing clean air and water for all Pennsylvanians.**
    - Trump would roll back protections on drinking water by weakening fracking regulations and would allow corporations to dump dangerous chemicals into vulnerable communities.
    - Meanwhile, Joe Biden understands that pollution from dirty energy sources is putting the health of Pennsylvania’s families at risk. That’s why he’s invested hundreds of millions into Pennsylvania to make sure all communities have clean air and water. And Biden passed a law to replace 100% of lead pipes still in use across America.
- **In your communications with Pennsylvania voters, be sensitive to their immediate concerns about jobs and costs.**
  - To succeed in Pennsylvania, messaging around the transition to clean energy should not discount or diminish the impact of the loss of coal jobs on real people and should highlight the efforts being made to revitalize these communities with new good-paying manufacturing jobs.
  - We need to clearly communicate how Biden’s clean energy economy is generating economic growth and lowering energy costs for Pennsylvania families.

#### **Key Pro-Biden Messages by Voting Bloc:**

- **All key subgroups:** [Lower Energy Costs/Affordability]: “Joe Biden passed a plan to triple the production of clean energy, which will make it more affordable to families and is projected to save Americans \$38 billion on electricity bills. Pennsylvania will receive almost \$260 million for a Home Energy Rebate Program and low-income households could save an average of 53% on home energy bills when upgrading to energy efficient appliances.”
- **Black voters and swing men:** [Jobs/PA Investments]: “Biden’s clean energy plan alone has already created more than 271,000 new good-paying jobs in communities across the country by investing in American-made clean energy like solar and wind power, with many more jobs to come. In Pennsylvania, new projects have already spurred \$875 million in investments, creating good-paying clean energy jobs across the state.”

#### **Climate Power’s Language Dos & Don’ts**

- **It’s President Biden’s clean energy plan, not the Inflation Reduction Act or IRA.** Bill names and acronyms are hard for people to connect with.
- **The clean energy plan is about expanding options, not taking away choice.** Don’t fall into the trap of saying more clean energy options mean less of something else.

- **Use Big Oil CEOs or corporate polluters.** These terms are stronger than talking about fossil fuel execs or the oil and gas industries as a whole.
- **Trump's comments about climate change being a hoax make voters question his fitness for office.** Most voters find this viewpoint extreme and can't relate to it.

## QUESTIONS?

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If you have any questions about either of these polls or how best to message around them, please feel free to reach out directly to [Kelley Hardon](#), our state desk in Pennsylvania. Climate Power also conducted a Pennsylvania-specific [poll in 2023](#) that has more information about the popularity of key elements of President Biden's clean energy plan.

**About the poll:** Hart Research conducted an online survey of 1,009 registered voters in Pennsylvania, including oversamples of 300 18-34 voters, 201 Black voters, and 576 swing voters between April 26 and May 1, 2024. The margin of error is +/- 3.1%.